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EXPORT PROGRAMS AND SERVICES



**ONTARIO'S
BUSINESS**

More than Competitive!



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How Ontario helps you
export successfully

EXPORT MARKET DEVELOPMENT

THE ONTARIO MINISTRY OF
INDUSTRY, TRADE AND
TECHNOLOGY HAS PROGRAMS
TO HELP IDENTIFY
AND EXPLOIT THE MOST
PROFITABLE EXPORT OPPORTUNITIES FOR
ONTARIO MANUFACTURERS.

THESE PROGRAMS COVER EVERYTHING FROM
HOW TO MAKE APPROPRIATE CONTACTS TO
HELPING YOU PAY FOR MARKETING TALENT;
FROM COMPREHENSIVE BROCHURES ON HOW
TO EXPORT TO WHERE TO GO FOR FINANCIAL
ASSISTANCE.

We believe we cover all the bases. But if there's
some aspect of exporting you need help with and
it's not mentioned here, check with us. If we can
help you with knowledge at hand, we will. If not,
we'll scout around 'til we find it. Either way, we'll
get back to you.

Just call or write:
International Marketing
5th Floor, Hearst Block
900 Bay Street
Toronto, Ontario
M7A 2E1
Tel: (416) 963-2500
FAX: (416) 965-7791.

MARKET PLANNING

EXPORT CONSULTING

The Ministry has a team of international marketing consultants with detailed knowledge of exporting to major markets abroad.

After examining your company's export interests, capabilities and products, a ministry consultant will help you prepare a marketing plan. This helps you develop your marketing strategy, determine priority markets, establish a realistic time frame and identify the exact resources needed to sell to those markets.

Telephone:

United States/

Latin America

(416) 965-5704

Europe/Middle East

(416) 965-9709

Pacific Rim

(416) 965-5701

China

(416) 965-2781.

MARKET DATA

Once your marketing plan is ready, our consultant will answer your questions on how and when to use agents, distributors, local offices or trade shows. We have helpful information on specific markets, procedures and regulations that can save you costly, unproductive efforts.

Telephone:

United States/

Latin America

(416) 965-5704

Europe/Middle East

(416) 965-9709

Pacific Rim

(416) 965-5701

China

(416) 965-2781.

HELPFUL EXPORT PUBLICATIONS

How to Export is a guide designed to assist the new exporter identify export markets, develop proper export marketing plans, and secure proper export financing.

The Right Price is a step-by-step guide to assist the new exporter in following a proper sequential order to work out correct export prices.

There's also a series on how to do business in selected markets throughout the world; in Europe, the Middle East, the Pacific Rim and Latin America. Our **How to do Business in...** brochures provide useful information on the specific country's economic condition, export opportunities, business and social customs, even useful phrases in the local language.

Help for Your Shipping Problems describes the government services available to assist businesses to reduce transportation costs.

Contact your local Ministry office or telephone:
International Marketing
(416) 963-2500.

EXPORT SEMINARS

We organize export forums or seminars to brief you on market areas, tariffs, exporting techniques, documentation, joint ventures and licensing. These events are jointly sponsored by the ministry, business associations and organizations in major Ontario cities.

For information on the next export seminar in your area, call your local Ministry office or telephone:

International Marketing
(416) 963-2500
FAX: (416) 965-7791.

NEW EXPORTERS TO BORDER STATES PROGRAM

The NEBS program (New Exporters to Border States) teaches the basics of exporting to the U.S. by taking Ontario firms not exporting on a regular basis to a U.S. entry point for on-the-spot presentations and introductions to exporting procedures. Participants visit customs brokerage, distribution and warehouse facilities and meet with Ontario and Canadian trade consultants.

Telephone:
U.S. Section
(416) 965-5704.

MAKING CONTACTS

TRADE MISSIONS

The Ministry organizes trade missions to foreign markets with good potential. You can meet prospective agents, distributors and buyers in their home markets. We'll arrange the appointments. Normally we pay the return economy airfare.

There's an added feature: you travel with a group of like-minded business people and will surely benefit from the interaction.

Telephone:

United States/	
Latin America	(416) 965-5704
Europe/Middle East	(416) 965-9709
Pacific Rim	(416) 965-5701
China	(416) 965-2781.

INTERNATIONAL TRADE FAIRS AND EXHIBITIONS

We can keep you informed on the most appropriate international exhibitions for your products. Both federal and provincial programs can help you coordinate display arrangements, from shipping products to the exhibition to renting display space to sales promotion.

We can help you make appointments with buyers, agents and distributors; find skilled interpreters. It's all part of the package of services available.

Telephone:

United States/	
Latin America	(416) 965-5704
Europe/Middle East	(416) 965-9709
Pacific Rim	(416) 965-5701
China	(416) 965-2781.

SERVICES OF INTERNATIONAL OFFICES

These strategically located offices can help you gain and expand a share of specific foreign markets. Trade specialists in our international offices will identify export market opportunities for you. They'll arrange contacts with suitable agents and distributors. They'll line up major foreign buyers for your product line or services. They'll help you arrange and co-ordinate your participation in trade shows, exhibitions, joint ventures and licensing agreements. There are Ontario offices in the U.S.: Atlanta, Boston, Chicago, Dallas, Los Angeles and New York; in Europe: Frankfurt, London, and Paris; in the Pacific: Hong Kong, Seoul, Singapore, New Delhi and Tokyo. We can also direct you to Canadian consulate posts around the world.

You can contact these offices directly or telephone:

United States/	
Latin America	(416) 965-5704
Europe/Middle East	(416) 965-9709
Pacific Rim	(416) 965-5701
China	(416) 965-2781.

INCOMING BUYERS

The Ministry brings key agents, distributors and buyers from major world markets to Ontario to meet you personally. We also act as host to many incoming delegations from other nations. These give you the opportunity to make or reinforce contacts. Ask what incoming delegations are arriving; it could save you having to pay expensive travel costs.

Telephone:

United States/	
Latin America	(416) 965-5704
Europe/Middle East	(416) 965-9709
Pacific Rim	(416) 965-5701
China	(416) 965-2781.

CAPITAL PROJECTS ABROAD

The Ontario International Corporation (OIC) works with Ontario architects, consulting engineers, contractors, management consultants, capital goods manufacturers and suppliers of educational and training services to assist them to sell their goods and services in markets of the world.

OIC finds specific international projects which fit the expertise of individual companies or consortia of appropriate companies. It also works with companies who are seeking or have found specific projects and assists them through the Trade Expansion Fund to pursue the projects.

OIC gives basic briefings on international projects. It assists in the formation of consortia. It introduces clients to International Development Banks. It brings potential customers to Ontario so they can assess our domestic capabilities to successfully cope with specific projects. It provides assistance through the International Projects Fund for carrying out pre-feasibility and feasibility studies and to bid on projects.

OIC will assist foreign governments to arrange customized education or training services not directly associated with an identified capital project.

Telephone:

Ontario International Corporation
(416) 965-3013.

EXPORT CONSORTIA

The Ministry helps sector-based organizations, associations or groups (e.g., furniture, mining, forestry) to form export consortia within associations or other forms of group marketing. There are significant advantages to pooling international business information and human and financial resources.

Telephone:
International Marketing
(416) 963-2500.

THE MARKET PLACE

This bulletin for Ontario business and industry provides details of agents and distributors who are looking for business ventures with Ontario firms. If you would like to receive the publication please telephone your local Ontario domestic office in your area. See the Blue Pages in your area telephone book.

MANUFACTURING ABROAD

If your product can't be exported profitably because of shipping problems or tariff barriers, we'll try to put you in contact with an appropriate foreign company which could produce your product under a joint venture or licencing agreement.

Telephone:
United States/
Latin America (416) 965-5704
Europe/Middle East (416) 965-9709
Pacific Rim (416) 965-5701
China (416) 965-2781.

EXPORT STAFF

INTERNATIONAL MARKETING INTERN PROGRAM

The Intern Program was developed to give Ontario a broad base of young, export-oriented experienced marketing people to promote Ontario products and services outside Canada.

The Ontario government provides financial assistance for a period of two years to enable firms to hire young graduates to work in exporting.

The company must plan to have the intern work outside Canada for a minimum of 10 percent of the two-year support period.

The prospective intern must have graduated within the last 24 months in business, marketing or other appropriate studies from a recognized Canadian university or community college.

Telephone the Ministry office in your area. See the Blue Pages in your area telephone book.

EXPORT MANAGER FOR HIRE PROGRAM

This program is now part of the Trade Expansion Fund and is available in selected regions of Ontario. It helps Ontario manufacturers, trading houses, trade associations, export consortia and companies offering tradeable services to start exporting by providing financial assistance for the employment of a fulltime export manager for a period of up to 12 months. The Ontario government will pay an employer 50 percent of the salary paid to the export manager, to a maximum total contribution of \$15,000. The prospective export manager must have successful experience in export marketing.

Telephone the Ministry office in your area. See the Blue Pages in your area telephone book.

FINANCING EXPORTS

ARRANGING FINANCING

Entering foreign markets or expanding your exporting activities takes capital. We'll help you assess the cost and identify financing alternatives. A good marketing plan can help in your approach to your banker. We also outline the major federal export financing programs available.

Telephone:
International Marketing
(416) 963-2500.

THE TRADE EXPANSION FUND

The program supports manufacturers, trading houses, export marketing consortia, trade associations and companies offering tradeable services to develop new markets and increase exports.

The fund matches out-of-pocket marketing costs, dollar for dollar, from \$5,000 up to \$15,000 (the maximum available varies according to the region of the province) over any 12-month period.

Eligibility criteria and levels of support are outlined in material available from the Ministry.

Telephone the Ministry office in your area. See the Blue Pages in your area telephone book.

INTERNATIONAL PROJECTS FUND

For consulting engineers, architects, management and specialist consultants; for contractors and constructors of capital equipment, the fund provides loans to help gain international project work.

Loans are available for:

- pre-feasibility studies;
- proposal preparation costs;
- bid and performance bond premium costs.

Loans cover 50 percent of certain costs to a maximum of \$50,000 and are repayable only if your project succeeds.

Telephone:

Ontario International Corporation
(416) 965-3013.

EXPORT SUPPORT LOAN PROGRAM

The Export Support Loan Program helps Ontario companies finance their export opportunities. It is administered by the Ontario Development Corporations and is highly selective. It supplements services offered by the chartered banks, other financial institutions and the Export Development Corporation.

The Development Corporation will look at any proposal that makes sense. Each application is assessed in terms of its viability as a business endeavour and its potential economic contribution to the province.

Good management, competitive products and strong potential obviously receive preference. Goods financed for export must have a significant Canadian content. Satisfactory credit insurance is normally required and you may have to show that funds are not available elsewhere at reasonable terms.

Applicants are asked to provide a brief description of the company and its principals and to provide the recent financial statements and forecasts. If you're eligible, the ODC loan consultant will help you organize the information needed for a formal application.

ODC establishes a revolving line of credit to finance export receivables. On evidence that the goods have been shipped, a percentage of the invoice value of the shipments will be advanced.

You can get further information from any Ministry of Industry, Trade and Technology Office, or you can telephone:

Ontario Development Corporations
(416) 965-4622.

TRADE ADVOCACY



ENSURING EXPORT COMPETITIVENESS

The purpose of the Export Advocacy Program is to monitor and identify the needs of Ontario's exporters and potential exporters and to recommend and advocate policies and actions which are supportive of Ontario's exporting interests.

For example, trade policies and practices of other countries can create difficulties for Ontario firms. In instances of foreign barriers to trade we will assist Ontario firms in their efforts to increase their export market access.

For more information on Ministry trade programs, telephone: (416) 963-2500.

CONTACTS

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273 Third Avenue
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Windsor

Ontario Government
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250 Windsor Avenue
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FAX: (519) 252-9677

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208 South La Salle
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Government of Ontario
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14901 Quorum Drive
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Government of Ontario
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700 South Flower Street
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FAX: (213) 623-4695

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Government of Ontario
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800 Third Avenue
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FAX: (212) 888-3186

EUROPE

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Government of Ontario
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9199-0
FAX: 011-49-69-71-
9199-28

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259-6661

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109, rue du Faubourg
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FAX: 011-33-1-4-
225-3839

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Suite 1303, Tower 1
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6062

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Government of Ontario
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N-104 Panchshila Park
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110 017
Tel: 011-91-11-6410785,
6444902

Seoul

Ontario Representative
Canadian Embassy
10th Floor
Kolon Building
45 Mugyo-Dong,
Jung-Ku
P.O. Box 6299
Seoul 100, Korea
Tel: 011-82-2-
776-4062/8
FAX: 011-82-2-
755-0686

Singapore

Government of Ontario
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0923 Singapore
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FAX: 011-65-737-1622

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Government of Ontario
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Suite 1219
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4-1 Hamamatsu-cho
2 chome
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Tokyo 105, Japan
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FAX: 011-81-3-
436-2735

**THE DEVELOPMENT
CORPORATIONS**

The Development
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56 Wellesley Street
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**ONTARIO
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Metro Toronto

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5 Fairview Mall Drive
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Tel: (416) 491-7996
FAX: (416) 491-3650

**NORTHERN ONTARIO
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Ontario Government
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Thunder Bay

P.O. Box 5000
Ontario Government
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435 James St. South
Thunder Bay, Ontario
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Tel: (807) 475-1671
FAX: (807) 475-7892

Timmins

273 Third Avenue
Suite 200
Timmins, Ontario
P4N 1E2
Tel: (705) 264-1323
FAX: (705) 264-5927

Kenora

227 Second St. South
Kenora, Ontario
P9N 1G1
Tel: (807) 468-3758
FAX: (807) 468-7590

**EASTERN ONTARIO
DEVELOPMENT
CORPORATION**

Kingston

1055 Princess St.
Suite 308
Kingston, Ontario
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Tel: (613) 545-4445
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Ottawa

56 Sparks Street
Suite 404
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FAX: (613) 563-2859

Pembroke

400 Pembroke St. East
Pembroke, Ontario
K8A 3K8
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FAX: (613) 735-2873

**ONTARIO
INTERNATIONAL
CORPORATION**

Ontario

**International
Corporation**
56 Wellesley Street
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7th Floor
Queen's Park
Toronto, Ontario
M7A 2E4
Tel: (416) 965-3013
FAX: (416) 965-7049

CHECKLIST OF PUBLICATIONS

The following helpful publications are available from your local Ministry office or telephone:

International Marketing
(416) 963-2500

How to Export

The Right Price

How to Do Business in the U.S.

How to Do Business in China

Doing Business in the Pacific Rim

Export Programs and Services

How to Export to the Border States

Help for Your Shipping Problems



Ministry of Industry,
Trade and Technology

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